JANUARY 1983 VOLUME 7 NUMBER 1

ATARI COIN CONNECTION™

Over There... Atari International Marketing and Sales Present in Force

Led by the undaunted Shane Breaks, Vice President of International Marketing and Sales, the division includes: David Smith, European Sales Manager; Tad Chase, Middle East Sales Manager; Sue Elliott, Sales Manager for Canada, Latin America and the Caribbean; Riv Hight, Managing Director of Atari Far East, and Nathalie Favre-Gilly, Sales Administrator for France. Though limited in personnel, Atari's international representation is felt in full force.

The dawning of 1983 focuses attention on overseas activities as the International Division readies itself for the Thirty-Ninth Annual Amusement Trades Exhibition to be held in the National Hall of the Olympia Convention Center in London from January 10-13th, 1983. This exposition is the largest of the industry, boasting a projected attendance of 12-14,000 distributors and operators. Not only will the principals of the firms be present, but they will be joined by their sales people, engineers and backup staffs.

Atari's first showing in the ATE was last year. David Smith happily reports that we realized lots of fans throughout the industry—judging from all the feedback since the 1982 exhibition. It is for this reason that "we are feeling bullish right now and will show off our new games in fine style." To help do just this, the Visual Communications Department back in Milpitas, California is busily designing a lavish new booth to dazzle viewers at the London exposition hall. In contrast to the 300 square feet of last year, the new exhibit will encompass 1500 square feet. With such a hefty increase in size, Atari's acknowledged presence in the international marketplace will be physically reinforced.

The "high-tech" image we presented at the Chicago AMOA Expo in November set a new standard for "state-of-the-art" exhibit design. Plans for the ATE booth will continue the "Hollywood glitter" of its predecessor with a few flourishes of its own. Chrome, smoked plexiglass and chaser lighting with its sequential off-and-on pattern will surely advertise that Atari has arrived worldwide.

Production of the new games for the international market began December 1st at the Ireland facility. Atari will be exhibiting the three newcomers with banks of free-play machines at the ATE. Many attendees to the AMOA Show in Chicago will have already seen Pole Position I™*



Atari International Marketing and Sales is sitting pretty with the super realistic Pole Position™ ... It's sure to be the fast track contender at the ATE. Positioned left to right are David Smith, Tad Chase, Shane Breaks, and Sue Elliott.

—the super realistic Gran Prix racing game—and Millipede™—the all new fantasy adventure where the magic of Centipede™ multiplies proportionately. Time Pilot™**, however, is a new contender and will only be sold abroad. It is an aviator's dream journey through five action-packed stages of time—transcending the age of the biplane, monoplane, helicopter, jet plane and UFO. The player is presented with a unique opportunity to earn his wings by challenging the time warp. So whether you're competing against other racecars, hordes of giant insects or aggressive fighter pilots, 1983 promises thrilling and diversified video fare from Atari.

As Sue Elliott explains, "The international marketplace looks to Atari for inroads to advanced technology." We are just as committed to maintaining our leadership stance in terms of product earnings potential, manufacturing reliability and positive public awareness overseas as on the domestic sales front.

*Pole Position is engineered and designed by Namco Ltd. and manufactured under license by Atari, Inc.
**Time Pilot is manufactured under license from Konami.

Thumbs Up!



It's "thumbs up" for 1983 and Atari's new product line. Joining in the high expectations from left to right are: Lyle Rains, Vice President of Creative Development; John Farrand, President; Dick Maslana, Vice President of Operations; Don Osborne, Vice President of Sales and Marketing; and Dan Van Elderen, Vice President of Engineering.

Vancouver Video Games Display Benefits Cerebral Palsy Group



Jim Niblock, J.E. Weatherhead Distributors' Vancouver Branch Manager, presents a check to Bruce Greyell, President of the Vancouver Neurological Centre, while young Garth Harris enjoys the moment.

Video games are being used in a number of projects as an effective tool in assisting children with learning disabilities. In addition to their increasingly recognized therapeutic value, coin video games have recently been put to work to benefit these children through a donation of their earnings.

J.E. Weatherhead Distributors Ltd., a western Canadian distributorship of coin operated video games, set up a mini gameroom in the Hi-Tech Rec Videofair which was held in downtown Vancouver from October 13-17, 1982. The fair —which was the first of its kind in Vancouver—was arranged by the Vancouver Neurological Centre and featured home computers and cartridge games, satellite frequency receiving dishes, video recorders, and television/stereo components. Not surprisingly, however, the Weatherhead display turned out to be one of the most popular during the run of the event. From the moment the doors opened until closing time, the gameroom was packed daily with *both* children and adults testing their skill against twelve of the latest in coin video games. Players ranged from downtown businessmen to entire families enjoying the games together. Jim Niblock, the J.E. Weatherhead Distributor spokesman, surmised: "I think most people would recognize what wholesome fun arcade games are if they were able to play the games in the proper environment."

But the Weatherhead people did more than prove a point—they also proved themselves to be community-minded businessmen. All the quarters collected from the games were donated to the Children's Rehabilitation and Cerebral Palsy Association, one of the societies operated by the Vancouver Neurological Centre. Total proceeds amounted to a sizeable donation of $2,014. The money will purchase much needed therapeutic equipment to be used in the treatment of infants with the disability.

"The entire experience was a very positive one for us," stated Niblock. "People really enjoyed themselves. There were often line-ups, but everyone was polite, and there was absolutely no trouble. One of the best things, of course, was that we were able to donate all the proceeds to a very worthy cause, and we're looking forward to putting in even more games at next year's fair and being able to turn over an even larger check to the Cerebral Palsy Association."

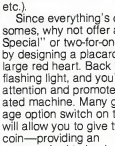
Promotion for Profit

Valentine's Day (February 14th) for 1983 falls on a Monday. But don't let the "beginning-of-the-week blues" spoil the fun for you and your players. After all, Monday does mean the day of the moon which is romantic, indeed, and actually very appropriate for the occasion. So why not let Cupid put a little "zing" into your gameroom for the evening with a few specially targeted promotions.

This celebrated date presents you with a natural opportunity to attract increased patronage—especially of the female persuasion. Announce the impending festivities by mailing a Valentine's Card to each member of your game center club or to everyone on your mailing list. Extend your "heartfelt" good wishes, and enclose a coupon good only when presented on Valentine's Day. Proclaim it to be "Cupid's Couples Night", and greet each happy duo at the door with a special discount or free tokens offer.

Now you're really getting into the swing of things. . . a little matchmaking never hurts. Create your own "Lovers' Lane" by positioning a bank of three or more games in a select area of the room. Post a sign over each with a moderately high point level to be achieved. If both players within a couple "match" that level or score above it on any of the games, they can be awarded with a fun prize suitable for sharing (e.g., a picnic basket, beach blanket, portable radio, etc.).

Since everything's coming up twosomes, why not offer a "Red Heart (Hot!) Special" or two-for-one game. Highlight it by designing a placard in the form of a large red heart. Back the sign with a flashing light, and you're sure to attract attention and promote play on the designated machine. Many games have a coin-age option switch on the PC board that will allow you to give two credits per coin—providing an easy method to implement this particular promotion which could be used to "activate" a slower machine. If you have a token dispensing machine in your establishment, randomly load it with a few red or heart painted pieces. The recipients of these could be winners of advertising specialty gifts (e.g., a heart-speckled T-shirt imprinted with the phrase: "I left my heart in so-and-so's gameroom on Valentine's Day.")



So target your audience for this special occasion and shoot your Cupid's arrow straight ahead . . . you'll pin down lots of fun for your players and matching profits for you with these promotional efforts. It's a good shot at capturing their hearts and endearing them to your establishment—ensuring repeat patronage.

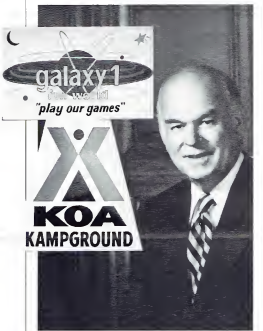
Monte Carlo Goes Atari

Monte Carlo may never be the same after the filming of "Never Say Never Again" is finished...Atari coin video games have descended upon Monaco's famous casino for a very "top secret" scene in the remake of "Thunderball." And although we thought Sean Connery would never play the worldly James Bond again—au contraire. He and Barbara Carrera generate that old "007" magic on screen.

David Smith, Atari's European Sales Manager, and a crew of technical wizards from the Ireland facility accompanied the games to Monte Carlo for the filming. They were involved in setting up the scene which took seven working days to capture. The film is scheduled to be released mid-1983.

OPERATOR OF THE '80s

Al Rohde of San Antonio, TX



Al Rohde, a real trouper with some innovative promotional ideas, owns the Galaxy I Fun World Center game room at the Alamo KOA Kampground in San Antonio, Texas.

In addition to his fifteen years in the campground business, he draws upon his extensive promotion oriented experience with the U.S. Marine Corps. He assisted MGM Studios in training camera crews and was involved in the first combat film made during World War II. He was also the officer of procurement and acted as liaison with the J. Walter Thompson Advertising Agency for the Marine Corps in a recruitment program.

Rohde ventured into real estate after his stint with the armed forces, and seizing an opportunity fifteen years ago, he became a franchisee of the KOA Kampground.

Located six minutes from the Alamo, Rohde's KOA Kampground is fairly inundated all year round. "We're almost seasonless," says Rohde. "We had 63,000 registrations for the year of 1982. We are number three (in popularity) among all the KOA Kampgrounds."

Rohde has always been a pioneering type of individual—one of his enterprising endeavors was the sale of deeds to lots on the moon during the space flights. It was a novel idea that brought him notoriety. But his creative business flair did not stop there . . . seven years ago, Rohde came up with another stretch of the imagination. He wanted the new Pong® game in his recreation center at the campground. A few years later and an even greater number of games down the line, he has fashioned a popular game room with a bright, rainbow motif.

As visitors drive through the entrance to register, they are given a coupon worth two or three tokens that can be redeemed in the convenience store located on the grounds. "Not only am I promoting my games, but this activity also brings in business for the store," says Rohde.

Rohde's campground will be the designated "end point" for the renowned Rodeo Week which is forthcoming. The main event is an old-fashioned trail ride on horses and in covered wagons across the open land in an eight-day trek. Rohde will be doubling his staff for the duration of the event, and the game room will remain open all night. There will also be square dancing, music and campfires throughout the night.

"Since we are a campground, each day brings new players, so we don't need to change our games that often. But we do want the leading games—and that's why we like Atari," says Rohde.

"The game room adds a special touch to the recreation environment inherent in the campground. We see all ages in the game room—from six through sixteen to sixty-five. We sell a relaxing experience, and our game room helps add to the campers' enjoyment as well as to our profit," Rohde explains.

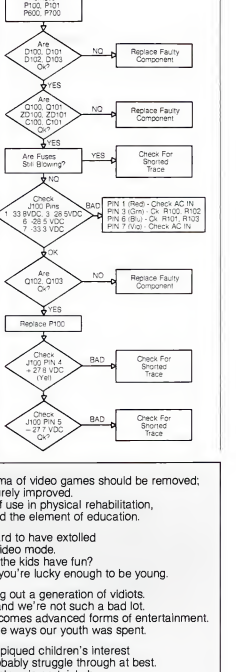
TECHNICAL TIP

Wells-Gardner Color Monitor

Troubleshooting problems in the low-voltage power supply will be greatly simplified by following the flow chart provided. If any questions or problems should arise, please contact the Atari Field Service at (800) 538-1611.

A good quality volt Ohm meter and basic soldering equipment will be required to perform the tests. After this procedure is run the IPC board should be installed to prevent the reoccurrence of the problem. The IPC boards should be available at no charge from your Atari authorized Distributor.

Blows F100, F101, 5-Amp. fuses—faulty low-voltage power supply.



Videode

by Debby Note

Why is the national pastime always seen
As being the harbinger of degeneracy?
Does everything need a socially redeeming value
Or can we let the real "kid" show through?

Video games are not the first so-called offender
To taint the minds of your youth so tender.
Remember when rock 'n roll shook our parents more than us,
A little loud music—so what's all the fuss?

When television first came into the home,
How our parents did constantly bemoan
All the idle hours we spent in front of the tube—
So worried we would lapse into the proverbial boob.

Now many declare the stigma of video games should be removed;
Hand-eye coordination is surely improved.
And how about the cases of use in physical rehabilitation,
The devising of strategy, and the element of education.

But why am I working so hard to have extolled
The positive virtues of our video mode.
Isn't it positive enough that the kids have fun?
After all, it's only once that you're lucky enough to be young.

Don't be afraid we're turning out a generation of vidiots.
We survived our "crises", and we're not such a bad lot.
With advanced technology comes advanced forms of entertainment.
Kids would be bored with the ways our youth was spent.

And computer games have piqued children's interest
In a world we adults will probably struggle through at best.
The age of computer technology is certainly here,
And only our ignorance is a legitimate fear.

From the Redford Observer
Redford, Michigan
August 19, 1982

Film Looks at Arcades

There soon will be two arcades operating in Redford Township while controversy about them continues.

In reviewing the most recent arcade proposal, township Supervisor James Kelly and Police Chief Michael Manoog viewed a film about video games and arcades that eased their apprehensions.

"I think it's a very objective look at the pros and cons of video games and arcades even though it is produced by the Atari Co., (sic) a video game manufacturer," said Kelly. "It eased my mind a little about the development of arcades in Redford."

The 15-minute feature is scheduled for airing at 7 p.m. Thursday and Friday on cable Channel 12.

Editor's Note: The "Community Awareness Program"—implemented through our distributors—is proving to be a valuable tool in the airing of controversies about video games. If you need the seventeen-minute video film for a presentation, please contact the distributor in your area.

Official ATARI High Scorers

as of January 1, 1983

Game	Player's Name	# of Points	Date and Time	Location
Asteroids®	Scott Saffran 16 years	40,336,440	11/13/82 53 hrs 4 min	All-American Billiard Co. Newton, PA
Asteroids Deluxe™	Kevin Gentry 22 years	2,117,570	12/29/81 5 hrs 25 min	Court Jester Lake Charles, LA
Battlezone®	Ken Chevalier 16 years	12,009,000	2/20/82 12 hrs	Star Station 101 Atascadero, CA
Centipede™	Darren Olson	15,207,353	10/15/82	Reflection Fun Center Calgary, AL Canada
Dig Dug™*	Shawn Dybdall 16 years	12,822,460	9/28/82 8 hrs 16 min	Tilt Arcade Las Vegas, NV
Gravitar™	Raymond Mueller 21 years	4,722,200	12/4/82 12 hrs 21 min	Chuck E. Cheese Boulder, CO
Kangaroo™**	Ken Vance 18 years	411,200	10/31/82 2 hrs 27 min	Tilt Arcade Las Vegas, NV
Missile Command®	Ron Kussman 20 years	63,983,475	6/20/82 45 hrs 30 min	Star Arcade Upland, CA
Space Duel™	Ken Vance 18 years	482,620	10/31/82 1 hr 46 min	Tilt Arcade Las Vegas, NV
Tempest™	Ken Vance 18 years	4,999,993	11/8/82 3 hrs 5 min	Tilt Arcade Las Vegas, NV
Warlords™	Peter Skahill 23 years	911,875	8/29/82 45 min	UCLA Games Center Los Angeles, CA

* Dig Dug is engineered and designed by Namco Ltd., manufactured under license by Atari, Inc.
** Kangaroo is manufactured under license from Sun Electronics Corporation.

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Letter to the Editor

We do appreciate hearing from you. It lets us know that you're still out there alive and well and in the games business. If you have any interesting, newsworthy story to relate, please write us so we can share it in print. Let us know what's happening "in the field!"

Dear Atari,

My partner and I own an Atari Centipede video game. We'd like to congratulate you on a superior product!

While moving our game from one location to another, we had an accident. The game tipped over from an upright position and went crashing to the ground on its front. We thought for sure we had just 'killed' our best game. Upon inspection, however, nothing appeared broken, so we plugged it in. To our amazement the screen came on, so we put in a quarter. It played as though nothing had happened!

Not only is your Centipede game popular, but sturdy and well built. I'm sure you don't put your products through such harsh test conditions, but thought you'd like to know that we think our money was well spent.

Sincerely,

Beverly Ball
Galactic Wargames
Irvine, CA

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